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PTO/SB/21 (08-00)

Approved for use through 10/31/2002. OMB 0651-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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<b>TRANSMITTAL FORM</b>  (to be used for all correspondence after initial filing)	Application Number	10/066,794
	Filing Date	February 6, 2002
	First Named Inventor	Phillip Hyun
	Group Art Unit	2176
	Examiner Name	Not Yet Assigned
Total Number of Pages in This Submission	Attorney Docket Number	300.257

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**ENCLOSURES (check all that apply)**

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**SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT**

Firm or Individual Name	FULBRIGHT & JAWORSKI L.L.P. Steven M. War
Signature	
Date	14 MAY 2002



Docket No.: 300.257  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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In re Patent Application of:  
Phillip Hyun

Application No.: 10/066,794

Group Art Unit: 2176

Filed: February 6, 2002

Examiner: Not Yet Assigned

For: **SYSTEM FOR AND METHOD OF  
COMPUTER CONTROLLED MEDIA  
BUYING PROGRAM**

**INFORMATION DISCLOSURE STATEMENT (IDS)**

Commissioner for Patents  
Washington, DC 20231

Dear Sir:

Pursuant to 37 CFR 1.56, the attention of the Patent and Trademark Office is hereby directed to the references listed on the attached PTO/SB/08A. It is respectfully requested that the information be expressly considered during the prosecution of this application, and that the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

Applicant believe this Information Disclosure Statement is filed before the mailing of a first Office Action on the merits as set forth in 37 CFR 1.97(b), and that no certification or fee is required.

A copy of each reference on PTO/SB/08A is attached.

A concise explanation of relevance of the items listed on form PTO/SB/08 is:

☒ not given

☐ given for each listed item

☐ given for only non-English language listed items

[ ] in the form of an English language copy of a Search Report from a foreign patent office, issued in a counterpart application, which refers to the relevant portions of the references

While the information and references disclosed in this Information Disclosure Statement may be "material" pursuant to 37 CFR 1.56, it is not intended to constitute an admission that any patent, publication or other information referred to therein is "prior art" for this invention unless specifically designated as such. Note that as shown by the attached hard copies of [www.donovandata.com](http://www.donovandata.com), [www.encodasystems.com](http://www.encodasystems.com), and [www.zaplet.com](http://www.zaplet.com), these hard copies were printed on May 6, 2002, three months after the filing of the 10/066,794 application. Applicant believes the information described on these websites was publicly available at least at the time of the filing of this application and for an unknown time prior to that. Applicant has no first-hand knowledge as to when this information became available.

In accordance with 37 CFR 1.97(g), the filing of this Information Disclosure Statement shall not be construed to mean that a search has been made or that no other material information as defined in 37 CFR 1.56(a) exists. It is submitted that the Information Disclosure Statement is in compliance with 37 CFR 1.98 and the Examiner is respectfully requested to consider the listed references.

The Commissioner is hereby authorized to charge any deficiency in the fees filed, asserted to be filed or which should have been filed herewith to our Deposit Account No. 06-2375, under Order No. 550.001/10105309. A duplicate copy of this paper is enclosed.

Dated: May 14, 2002

Respectfully submitted,

By Steven M. War  
Steven M. War  
Registration No.: 48,024  
FULBRIGHT & JAWORSKI L.L.P.  
Market Square  
801 Pennsylvania Avenue, N.W.  
Washington, DC 20004-2615  
(202) 662-0200  
(202) 662-4643 (Fax)  
Attorneys for Applicant

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Substitute for form 1449A/PTO

# INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet

1

of

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**Complete if Known**

Application Number	10/066,794
Filing Date	February 6, 2002
First Named Inventor	Phillip Hyun
Art Unit	2176
Examiner Name	Not Yet Assigned
Attorney Docket Number	300.257

**U.S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			

**FOREIGN PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>3</sup>
		Country Code <sup>3</sup> -Number <sup>4</sup> -Kind Code <sup>5</sup> (if known)				

<sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See attached Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the application number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

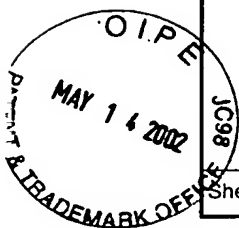
**OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS**

Examiner Initials	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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